

1995 PHILIP MORRIS FRANCHISE POSITIONS

MAGAZINE TITLE: TIME MAGAZINE

ISSUE

FRANCHISE POSITION

JANUARY: 1/28/95

FEBRUARY 1995:

MARCH: 3/6/95

APRIL:

MAY: 5/8/95

JUNE: 6/5/95

JULY:

AUGUST: 8/21/95

SEPTEMBER: 9/25/95

OCTOBER: 10/2/95
10/23/95

NOVEMBER:

DECEMBER: 12/18/95

JANUARY 1996:

2070231362

<u>Issue Date</u>	<u>All Editions, Units 4 week Materials/Space Close</u>	<u>On-Sale Date</u>
January 9, 1995*	December 12, 1995	January 2
January 16	December 19	January 9
January 23*	December 26	January 16
January 30	December 30**	January 23
February 6*	January 9	January 30
February 13	January 13**	February 6
February 20*	January 23	February 13
February 27	January 30	February 20
March 6*	February 6	February 27
March 13	February 13	March 6
March 20*	February 17**	March 13
March 27	February 27	March 20
April 3*	March 6	March 27
April 10	March 13	April 3
April 17*	March 20	April 10
April 24	March 27	April 17
May 1*	April 3	April 24
May 8	April 10	May 1
May 15*	April 17	May 8
May 22	April 24	May 15
May 29*	May 1	May 22
June 5	May 8	May 29
June 12*	May 15	June 5
June 19	May 22	June 12
June 26*	May 26**	June 19
July 3	June 5	June 26
July 10*	June 12	July 3
July 17	June 19	July 10
July 24*	June 26	July 17
July 31	July 3	July 24
August 7*	July 10	July 31
August 14	July 17	August 7
August 21*	July 24	August 14
August 28	July 31	August 21
September 4*	August 7	August 28
September 11	August 14	September 4
September 18*	August 21	September 11
September 25	August 28	September 18
October 2*	September 1**	September 25
October 9	September 11	October 2
October 16*	September 18	October 9
October 23	September 25	October 16
October 30*	October 2	October 23
November 6	October 9	October 30
November 13*	October 16	November 6
November 20	October 23	November 13
November 27*	October 30	November 20
December 4	November 6	November 27
December 11*	November 13	December 4
December 18	November 20	December 11
December 25*	November 27	December 18

* Geographic Cycle: TIME National, 2.5, Regional, State, Spot Markets and Top ZIPs Editions

Demographic Cycle: TIME Business, Top Management (issue dates without asterisk)

Note: This is a preliminary issue calendar.

**Closing date has been moved up due to holiday schedule.

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